

CONTACTS

AUGUST/69



9576/276
9576/276
9576/276

TWO DIFFERENT WORLDS... P. 8



Learning is a never ending experience

In retailing — the more you know, the more there is to know.



Angela Campigotto

Every year, Eaton's hires hundreds and hundreds of new staff to handle a wide range of positions within the Winnipeg Area. In early August, a new Orientation Program — the first of its kind in Eaton's — was introduced to bring these new people into the mainstream of the business as quickly and effectively as possible.

Behind this new venture is the constant need for trained people who can give our customers the kind of service they expect.

When staff join the Company, they often take up assignments in a totally new environment. The Program is designed to make brand new recruits feel a part of the organization.

Divided into three sections, the course typifies the broad scope of the retail business. In the initial phase, new people attend a one-day orientation program to acquaint them with our company, and its merchandising

policies and services. New sales staff only attend an additional 4-days of sales accounting and salesmanship.

There's a reason and a goal for this emphasis on sales: to make the training pay off in better services for our customers, which in turn produces profits for our Company.

Responsible for training are three enthusiastic staff trainers: Angela Campigotto, Barbara Mills, and Paul Meyers. It's a challenging assignment. The trio, however, take it in their stride. Talk to Trainer Angela Campigotto and she'll tell you that customers are our most important asset." We must teach these new people to give them outstanding service."

Our job is basically to tell new staff what's expected of them in both selling and sales-supporting areas, said Miss Campigotto. "We start them off on the right foot, you might say," she added.

Recent trainees agree that the course is a real asset. Says Brenda Harvey, Fashion Floor: "I've discovered that selling is more than just talking to a customer — it involved taking an interest, understanding buying motives of people and knowing your product inside out."

Salesmanship training changes attitudes towards selling. "The sales aspect of the course has given me added confidence, enthusiasm, and understanding" said Marilyn Ostryznik, Hosiery. "I've learned how to develop a more creative and business-

like approach" said Michael Masters, Sporting Goods.

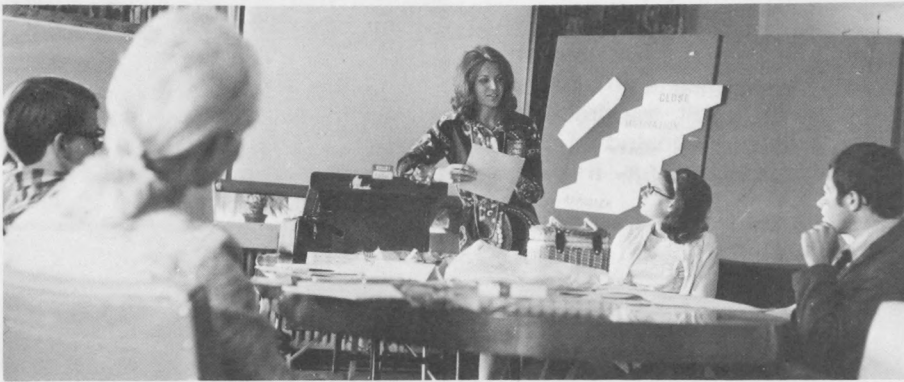
Trainer Barbara Mills sums up the Sales Training this way: "Selling is convincing the customer that you, your company, and your merchandise or service will satisfy her needs and wants. That's basic salesmanship."

For the newcomers, however, the Orientation Program is just a foretaste of what's to come. It's just the beginning.

The company puts special emphasis on individuals to continue on

their own. Classroom and on-the-job training can take employees just so far — the rest is up to them. Communications pundit Marshall McLuhan points out that whereas in the 19th Century the knowledge inside the classroom was higher than that outside: now these proportions have been reversed to cope with the knowledge explosion.

Learning is a never ending process. As Paul Meyers, Staff Trainer, puts it: "Retailing is the kind of business that doesn't have an end to it. The more you know, the more there is to know."



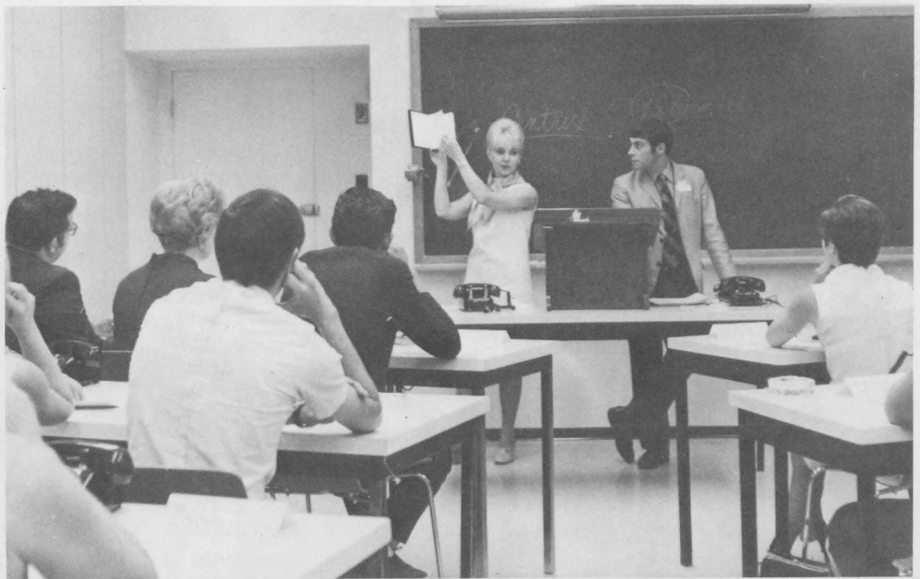
Barbara Mills trains future sales people in selling techniques and salesmanship



During a sales session, trainees try out their newly acquired knowledge of selling



Trainees learn to handle the telephone correctly with the aid of dummy phones



Angela Campigotto and Paul Meyers explain to newcomers how to use the telephone in Eaton's. Courtesy and the special features of the new Centrex system are emphasized

...Transportation Crossroads of Canada

One of the questions visitors ask when they visit the Lakehead is why Fort William and Port Arthur don't amalgamate? After decades of talking about combining forces, these twin cities on the Western Canadian end of Lake Superior have finally decided to join together. In a referendum held June 3, residents chose the name Thunder Bay for their new city.

Situated in the centre of the continent, the Lakehead — which officially changes its name January 1, 1970 — first became known to the west after French fur traders Groseilliers and Radisson explored the region in 1657. A trans-shipping point was established there in 1678 by Daniel Greysolon Lieur du Lhut at Fort Kaministiquia, to protect stores of valuable furs being shipped from Quebec.

Between 1801-5, the North-West Company built a major trading complex with extensive workshops, stores, a banquet hall to seat 200 people, a forge, and a prison for troublesome voyageurs. The fort was surrounded by wooden fortifications, flanked by bastions. Their walls, however, weren't strong enough to withstand a determined attack by Lord Selkirk, who captured the Fort in 1816, in retaliation for the Seven Oaks Massacre.

Lord Selkirk's rival Hudson's Bay Company was determined to have its revenge on the Nor'Westers, following their sack of the Red River settlement.

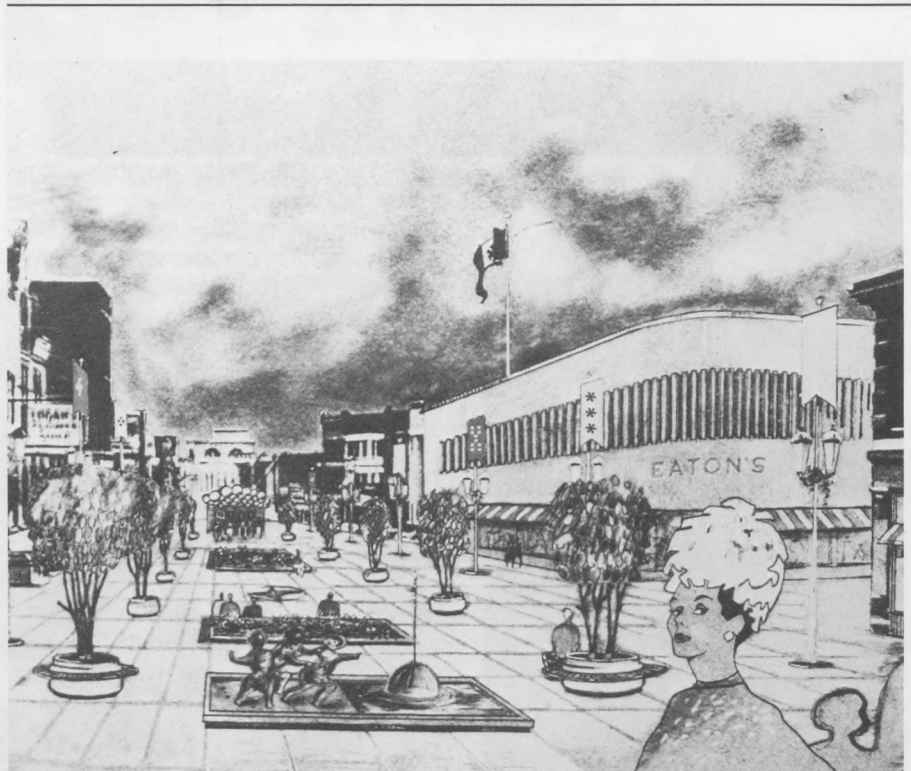
Under the leadership of Cuthbert Grant, a party of Metis, loaded with pemmican for NWC traders, raided the fledgling community's outlying posts. Governor Robert Semple and an armed party from the HBC depot at Fort Douglas tried to intervene and were slaughtered at Seven Oaks. Then, Grant, forced the helpless settlers to leave their homes.

Union between the two companies finally quelled their fratricidal skirmishes. As a result, the great depot at Fort William stagnated as the immensely profitable fur trade was

diverted to the HBC'S York Factory on the cold, bleak shores of Hudson's Bay.

The Lakehead came into its own following a silver mining boom in the 1840's. Mining boosted the area to prominence, particularly the new town of Port Arthur. The new-found wealth fostered a keen rivalry between the twin communities.

With the arrival of the CPR railway, Port Arthur became a major centre of the freight and grain traffic; until the town was involved in a



Thunder Bay's urban renewal plans will transform the downtown shopping area into a flower and tree filled promenade

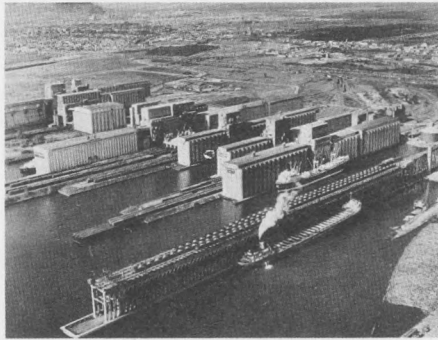
fatal dispute. In 1889, the Port Arthur authorities seized a CPR train for taxes. President Van Horne paid up the taxes but swore that "for this the grass shall grow in the streets of Port Arthur." The CPR moved to Fort William and the community quickly outdistanced its neighbour.

Port Arthur lay in the doldrums until 1902 when the CNR was wooed into making its Lakehead terminus in the area.

Our Company's first major venture in the Lakehead began with the opening of a modern-looking 2-storey store in the heart of Port Arthur's

shopping district in 1938. A reporter from the Port Arthur Journal had this to say about the new store: "Streamlined, that is the word that leaps to the lips, at the first view of the T. Eaton Company store in Port Arthur. The streamlined effect is created by the store's furniture and fittings. Immediately, one notices that nothing juts out into the aisles. High ceilings, especially on the main floor, gives the store a look of spaciousness."

Lakehead residents welcome the new store which soon became a focal point for shoppers. Eatonians from



Ocean going vessels line up beside the Lakehead's towering grain elevators

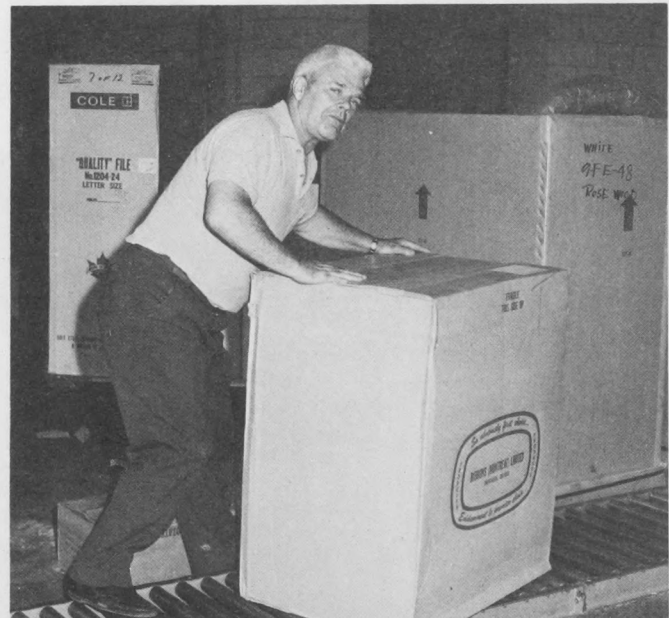
Eaton's store, upper left, is at the corner of two main thoroughfares



Store Manager C. E. Harrison, left, reviews sales and stock figures with M. A. McDowell, Operating Manager



Tom Currie, Store Receiver, slides a parcel along conveyor system



other areas responded quickly to the people.

Isolation has forced Lakeheaders to develop their own distinct social and economic orbit. One of these characteristics is an intense interest in clubs, lodges, and sporting activities. Participation in community affairs soon became a tradition with staff.

Store Manager C. E. Harrison, who arrived in the community last year, is now a valued director of the Lakehead Convention Bureau and the United Appeal. Mr. Harrison, who attended the Fashion Institute

of Technology in New York, encourages staff to get involved. He says: "Eaton's should be regarded as an integral part of this community and one of the best ways to promote this idea is by direct participation in worthy activities that help build a better way of life for everyone."

The Lakehead may belong to Ontario, but it looks west where the grain comes from. Boxcars roll in from the prairies and line-up outside giant grain elevators at the water's edge which stand lean and lonely against the skyline. Inside

these towering concrete sentinels, grain is unloaded onto conveyor belts which move along at high speed to the upper storeys. Here, the grain is automatically weighed in giant tanks, poured through moveable chutes, cleaned on vibrating screens, and passed under a powerful magnet to extract metal scraps. After processing, the grain, in a clean golden stream, is pouring into the belly of ships; here it'll end up as bread, eaten by people from many parts of the globe. These ocean-going vessels are some 2,800 miles from salt water.

Not far from Thunder Bay is the Kakabeka Falls. Attached to this noisy cataract is an interesting legend.

An Ojibwa girl named Greenmantle was captured by the Sioux, who persuaded her to be their guide, during a surprise attack on her tribe. Rather than betray her people, Greenmantle led her captors over the Kakabeka Falls and died with them.

When the twin cities become one at the beginning of the new year, Thunder Bay will have a population of over 110,000 and cover a municipal area of some 156 square miles. Plans are well underway for a massive urban renewal program in the downtown areas and efforts to develop natural resources are on the upswing. These indicators point towards an exciting future for the area in the 1970's.



1



2



3



4

1 Head of Port Arthur's General Office is Contacts' Lakehead Reporter, Annette D'Angelo, standing in background. Her staff are: Lydia Mork and Sybil Splawski, front row; Helen Johnson, Pat Gushlak, centre, George Lawrence, Leah Simola, Rita Nevins and Miss D'Angelo, back row

2 Rose Scarnati, Ladies' Ready-to-Wear, signs for her pay envelope. At left is Alice Clarkson of the Wages office

3 Marg McKay and Bill Strom route and wrap parcels for drivers on local and out-of-town delivery routes

4 Lakehead Receiving and Marking area staff are Dorothy Slobodian, left, Frank Guarasci, Molly Bruce and Linda Rebertson

news supplement

Eaton's of Canada Ltd. - The T. Eaton Company Ltd. Senior Executive Appointments



J. D. EATON



R. J. BUTLER



D. KINNEAR



J. C. EATON



F. S. EATON



G. D.
WOTHERSPOON

John David Eaton has announced his retirement as President of The T. Eaton Co. Limited and its subsidiaries. He also announced the assignment of new executive responsibilities in The T. Eaton Co. Limited and in the holding company, Eaton's of Canada Limited.

For The T. Eaton Co. Limited, the major operating company, Mr. Eaton announced the appointment of Mr. Robert J. Butler as president and Chief Executive Officer and David Kinnear as Chairman of the Board. Mr. Butler succeeds Mr. Kinnear who has been with the Company for more than 40 years, and will continue as a Director of Eaton's of Canada Limited.

Mr. Butler who was formerly Vice-President, Planning and Development, joined Eaton's in Toronto in 1947 after

service with the R.C.A.F. in World War II. During the next 15 years he was assigned a number of department management posts and in 1962 became Manager, Toronto Stores, and two years later he was appointed a Director and General Manager of the Ontario Division. He was appointed a Vice-President in 1968.

For the holding company, Eaton's of Canada Limited, Mr. Eaton announced the appointment of John Craig Eaton as Chairman of the Board, Fredrik S. Eaton as President and G. D. Wotherspoon as Executive Vice-President. Prior to their appointment, John Craig Eaton and Fredrik S. Eaton were Directors, and Mr. Wotherspoon was a Director and Senior Vice-President, Finance and Administration, of The T. Eaton Co. Limited.

Spring Start For Centrepont Complex

Construction of a major multi-use building complex, described as "the largest single project to hit the city of Winnipeg," is slated to get underway next spring.

The announcement was made recently by Winnipeg property developer R. C. Baxter, who also announced the formation of Centrepont of Canada Ltd., the project's development company. Centrepont comprises the interest of Investors Group, Canadian Pacific Investments Ltd., Baxter Estates Ltd., and Eaton's.

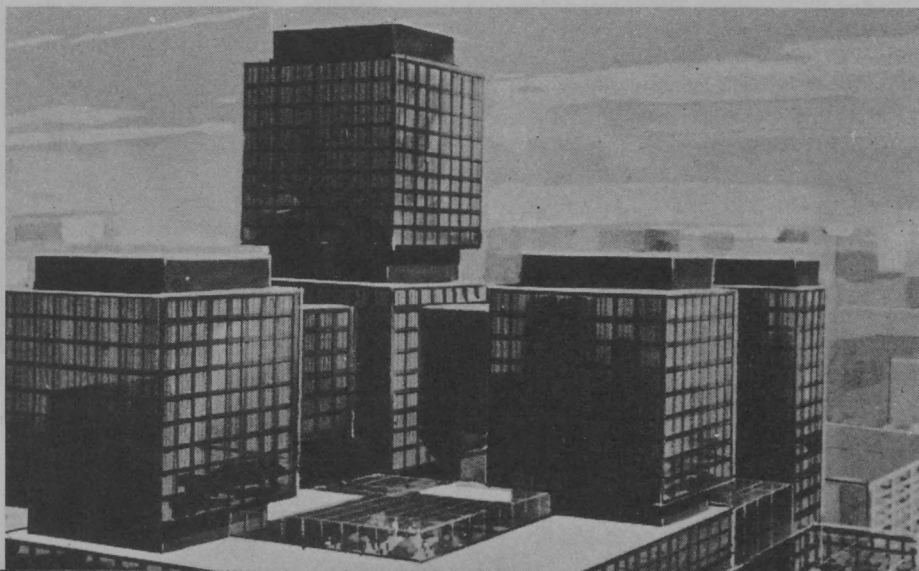
The complex, which includes two blocks of the proposed Graham Avenue Skyway between Donald and Carlton, covers the old bus depot site and land presently occupied by Eaton's Power House, the south end of Eaton's store and the north end of the Catalogue Building.

Some of the main features of Centrepont are:

- A 200,000 square foot office tower — possibly 40 storeys — to house the head office of the Investors Group.
- A 300-room, three-level Canadian Pacific Hotel.
- Some 65,000 square feet of space for boutiques, restaurants and offices

within the Centrepont project and an additional 75,000 square feet of retail space on the remaining three blocks facing the Skyway and tying directly into Eaton's Department Store.

Conceived two years ago, the Centrepont project is scheduled for completion by September, 1971.



J.C. Eaton Visits Land of Ancestors

John Craig Eaton, Chairman of the Board, Eaton's of Canada Limited, recently visited the shop, where his great-

grandfather Timothy Eaton worked as an apprentice, to unveil a plaque — commemorating the Company's Centennial — outside the historic store in Portglenone, Northern Ireland.

APPOINTMENTS

WINNIPEG

Mr. R. A. Shaw, Group Sales and Merchandise Manager Group A1.
Mr. R. P. Winton, Group Sales and Merchandise Manager Group A2.
Mr. N. R. Batting, Group Sales and Merchandise Manager Group B1.
Mr. R. H. Farr, Group Sales and Merchandise Manager Group B2.
Mr. C. K. Major, Group Sales and Merchandise Manager Group C-D1.
Mr. H. W. Cooper, Group Sales and Merchandise Manager Group D2.
Mr. J. A. Ferguson, Group Sales and Merchandise Manager Group LPS.
Mr. A. B. Finnbogason, Group Sales and Merchandise Manager Restaurants and Foodateria.
Mr. E. C. O'Brien, Merchandise Control Manager and Market Research Manager.
Mr. J. Lindsay, Workrooms Manager.
Mr. J. Paterson, Store Operating and Services Manager.
S. Cymbalisty, Accounting Services, Supervisor.
C. Hebert, Stock Audit Supervisor.
J. F. Morton, Department Manager 580.
Mr. R. E. Bird, Auditor, Winnipeg Area.

CATALOGUE

G. I. Smith, Catalogue Assembly Supervisor.

SASKATOON

W. J. Palmer, Sales Manager 261.

HEAVY GOODS STORES

T. W. Carlson, Heavy Goods Store Manager Thompson.
A. Miller, Heavy Goods Store Manager Melville.
G. N. Fladager, Heavy Goods Store Manager Flin Flon.
K. N. Sawchyn, Heavy Goods Store Manager Lloydminster.

TRANSFER TO TORONTO

G. M. Cunningham, Planning Systems Analyst, Company Offices.

On his arrival, Mr. Eaton was welcomed by the Mayor, Alderman James Millar, who presented him with a shield bearing the Ballymena Coat of Arms — seven medieval towers. "Northern Ireland's loss was Canada's gain and over the years Timothy Eaton's stores have given thousands of jobs to Ballymena people who settled in Canada," said Mr. Millar.

Following the plaque-unveiling ceremony, Mr. Eaton was shown around the shop by its present owner, W. J. Law. Mr. Law revealed a secret he had kept to himself since he took over the shop 26 years ago — the place where the founder had carved his name on a board near the back stairs.

"I was determined that nobody should know about the carving until a member of the family came over," said Mr. Law.

Mr. Eaton also examined the counter under which his great-grandfather is believed to have slept. The shop was then owned by an Eaton relative, William Smith, who presented Timothy with £ 100 on his completion of his four-year apprenticeship.



George Glandfield

Driver Assists Elderly Customer

When delivering parcels to a Winnipeg block, Driver George Glandfield heard cries of pain coming from the opened door of one of his customer's apartment. Mr. Glandfield, the August Driver-of-the Month, discovered an elderly lady in great pain and he quickly called her daughter. Meanwhile, he made the lady as comfortable as he could. In a telephone call, the customer's daughter praised the driver for assisting her mother.



John Craig Eaton receives a Ballymena plaque from the town's Mayor, Alderman J. B. Millar.

George Drummond To Mark 50 Years of Service In Sept.

When George Drummond, Winnipeg Men's Suits, joined Eaton's in 1919 you could buy an Eatonia suit for \$25, a Birkdale outfit complete with two pairs of pants for \$35. "Men's clothes are a lot different today than they were 50 years ago," Mr. Drummond recalls.

Most suits were either blue or grey, double breasted and made of heavy wool he said, in a recent interview with CONTACTS.

Mr. Drummond, who celebrates his 50th anniversary with Eaton's on September 27, was born in Glasgow, Scotland, and came to Canada in 1917.

He joined Eaton's as a messenger boy and spent his first months on roller skates delivering mail. His next position was as a salesman in the Men's Suits Department. During the early thirties he worked with John David Eaton, who was manager of the Youth Section.

For the past 25 years, Mr. Drummond has been a Sea Cadet Officer at HMCS Chippawa and he is also a member of the Navy League of Canada Committee.

Interest in the Navy is a family tradition. His son Tom, a graduate of Canadian Services College, Royal Roads, is currently working for the Defence Research Establishment in Halifax.



Rate Increase

Effective July 1, 1969, interest rates on staff savings accounts will be raised to 6 1/4 per cent from 5 1/4 per cent. Interest rates on staff time deposits will be raised to 7 1/2 per cent from 7 per cent.

Special Allowance

The special staff allowance of 20 per cent off the regular price of business clothing is from September 5-18.

Pion-era Days Sweep Sask.



Winners in the Saskatoon Store's Pion-era promotion dress-up contest are Maisie Whitehead and Charlie Beerling.



Drug Department staff kick up their heels and put on a zesty can-can.

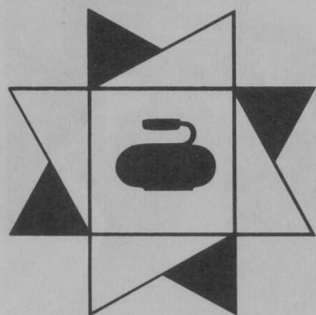


Store Manager R. McBride is held for ransom by Percy Wright, in Indian garb, during Pion-era festivities. Mr. Wright holds up list of conditions for Mr. McBride's release — half hour coffee breaks and 6-month holidays.



Staff line-up in outfits of yesteryear.

CENTENNIAL EVENTS



Centennial Curling Spectacular

Eaton's Nation - Wide

Centennial Curling Championships

At Winnipeg's Ultra Modern

Highlander Curling Club



HIGHLIGHTS

- \$10 a rink
- Two ladies and two men
- Regular and occasional staff are eligible
- Provincial playdowns
- 10 provinces competing in finals
- Curling rules to be posted on bulletin boards
- Total of 25 years service per rink

SKIP	DEPT.	No. years	<input type="checkbox"/>
ADDRESS	LOCAL	service*	
THIRD	DEPT.	No. years	<input type="checkbox"/>
ADDRESS	LOCAL	service*	
SECOND	DEPT.	No. years	<input type="checkbox"/>
ADDRESS	LOCAL	service*	
LEAD	DEPT.	No. years	<input type="checkbox"/>
ADDRESS	LOCAL	service*	

CLOSING DATE FOR ENTRIES: NOVEMBER 15

Mail Manitoba and N.W. Ontario entries to: Jim Thomson, Watch Repair, Wpg. Catalogue, Local 4836
Mail Saskatchewan entries to: Del Vopni, Personnel Manager, Saskatoon.

*As of December 8, 1969

Eaton 100 National 5-Pin Bowling Tournament

The Eaton 100 National 5-Pin Bowling Tournament finals are slated for November 1st in Toronto. Bowlers from Northwestern Ontario, Manitoba and Saskatchewan will be competing in a Regional Playoff to be held in Winnipeg on Oct. 18, to determine a winner to represent the West in the National event.

Rules and entry forms have been mailed to all areas and committee representatives appointed to organize area playoffs, which should be completed by September 27. All regular, part-time and retired staff are eligible. Transportation and accommodation will be paid for by Eaton's for regional

winners who compete in Winnipeg, Oct. 18.

All entries should be mailed to Regional Committee Representatives by September 12. Competitors will be eligible for a television set draw to be held on October 18.

Golfers To Compete In Centennial Tourney

The nation-wide Eaton's Centennial Golf Tournament at Kelowna, B.C., on September 11-12, is expected to draw golfers from across Canada including contingents from Saskatchewan and Manitoba — Northwestern Ontario (combined).

Provincial finals are being held in Regina and Saskatoon in early September. Manitoba-Northwestern Ontario



golfers are slated to compete at Rossmere Golf Course in Winnipeg on August 29. Some six Lakehead entries will be competing with over 40 golfers from Manitoba.

Gopher - Broke Rally Set For Sept. 28

Plans are well underway for one of the most exciting staff events in Winnipeg — the Gopher-Broke rally. Under the direction of Rally Master Ken Von Platen, Catalogue Administration, the rally is set for Sunday, September 28. Special features have been added to make this Centennial event a great staff happening.

The 1969 rally has three starting points and will end up at the Birds Hill Park for a monster corn roast. The route planned is approximately 100 miles. There is no charge for entering

the event. "We've had exceptional turnouts in the past," says Mr. Von Platen, "and we expect this one will top them all."

How to enter? It's easy. Fill out an application form which may be picked up from bulletin boards, the Downtown Staff Relations Office, or your nearest Personnel Office. Then, mail it to "Gopher-Broke Rally", Staff Relations Office, Downtown Store.

Before you start, a rally booklet will be handed to you explaining exactly how the rally works. This year's rally will

be a PHOTO RALLY. The key is to identify prominent landmarks on the photographs and plot your route accordingly. It's easy! It's fun! All it'll cost you is a tank of gas and pencil lead.

Trophies will be presented to the first three cars.

Rally gets under way at 1.00 p.m. on Sunday, September 28, and the corn roast starts at approximately 4 o'clock. Non-participants are welcome to the get-together at Birds Hill Park. Bring your family and friends!

Deadline Date For Float Design Contest Extended

The deadline date for entries in the 1969 Santa Claus Parade Float Design Competition has been extended until September 21. All children of Eatonians in Grades two to six may participate.

The grand prize is a three-day, all-

expenses trip to Toronto for the winner and parent or guardian. Ten prizes totalling \$160 are earmarked for the Winnipeg and Western Catalogue Areas. All you have to do is design and draw a float for the parade using the Eaton

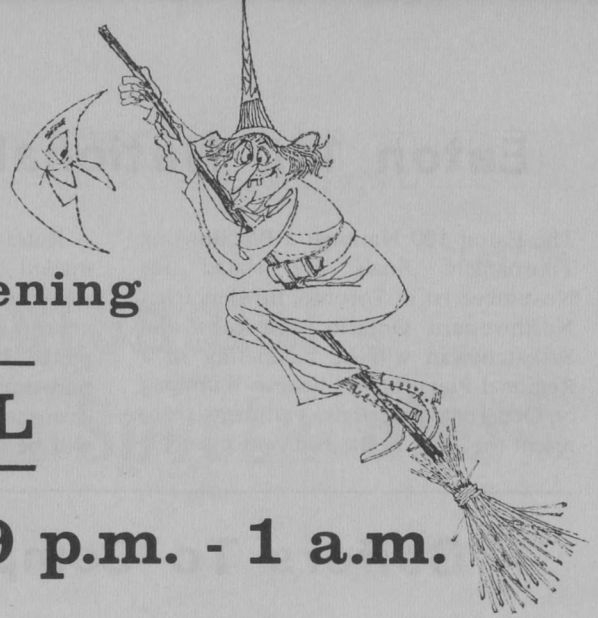
100 symbol as part of the design.

Mail entries to: Miss Janice Bauman, Display Manager, T. Eaton Co. Limited, Portage & Donald, Winnipeg 1, Manitoba.

tighten your safety belt!

TAKE OFF!

for a great centennial happening



THE EATON 100 BALL

on friday, october 31, 9 p.m. - 1 a.m.

(happy halloween)

international inn, embassy room

wellington and berry

Jimmy King and his orchestra

(from the M.S.Lord Selkirk)

• PRIZES GALORE • BUFFET

\$6 a couple

Tickets available from:

Catalogue - Mel Jenkins, 6th Floor Operating

Mary Aronius, Advertising

Downtown - Doug Brault, Wage Administration

Dave Miller, Men's Furnishings

Polo Park - Rose Collins, Personnel

Tom Townsend, Sporting Goods

Service Bldg. - Ruby Fraser, Personnel

Ann Surbey, Cat. Mdse. Control

SERVICE ANNIVERSARIES

40 YEARS



Mr. J. Bell, Service Building, Furniture Delivery, August 26.



Mr. S. Hill, Men's Clothing, Polo Park, August 29.



Mr. W. E. Aikens, Winnipeg, Ladies' Shoes, September 10.



Miss R. Marchand, Winnipeg, Lingerie, September 11.



Mr. M. McLean, Catalogue, Candy Factory, September 27.



Mr. J. Carnegie, Winnipeg, Stoves, September 30.

50 YEARS

Mr. G. Drummond, Winnipeg, Men's Clothing, September 27.



25 YEARS



Mrs. May Zaparniuk, Winnipeg, Foodateria, September 5.



Mr. Don Marino, Service Building, Parcel Delivery, September 6.



Mrs. Alberta L. Campbell, PTA Ladies' Wear, September 15.



Miss Ruth A. Smyth, PTA Ladies' Wear, September 15.



Miss Polly Tymac, Cat. Customers' Account Promotion, September 20.

Leisure Days Ahead



Mr. W. W. Mills, Foodateria, 50 years of service.



Mr. E. Duncan, Drugs Receiving, 41 years of service.

In addition to those in the photographs are: Miss W. Barrett, Cat. Customer Services, September 3; Miss A. E. Harpur, Girls' Wear, September 23; and Mr. R. Oliver, Furniture, September 30 — 40 years; Mrs. Mary Drozdowska, Care-taking, September 2; Mr. Wm. Lesley Nykyforuk, Assembly & Shipping, September 5; Mrs. Nancy F. Bennett, Scarves, September 7; Mrs. W. S. Gaenswein, Women's Clothing Alterations, September 7; Mrs. B. A. Kaschak, Order Filling, September 11; Miss Jessie Maksymchuk, Catalogue Salesroom, September 12; Mr. William Novak, Saskatoon Hardware, September 14; and Miss Ann W. Joss, Shopping Service, September 26 — 25 years.

Best wishes to the following Eatonians on their retirement. In addition to those in the photographs are: Mr. A. E. Oliver, Cat. Order Filling (S.B.), 44 years of service; Mr. D. J. Williams, Customers Service, 44 years of service; Mr. F. Harper, Fruits & Vegetables, 32 years of service; Miss Mary Ellis, Men's Shoes, 31 years of service; Mr. J. Duffield, Drugs, 28 years of service; Miss A. Ellis, Electrical Appliances, 27 years of service; Mrs. A. McArthur, Sausage Workroom, 23 years of service; Mrs. A. Christensen, Catalogue Salesroom, 18 years of service; Mrs. G. G. Cox, Head Clerk, Port Arthur, 18 years of service; Mrs. E. Duncan, China, 12 years of service, and Mrs. Betty Carlyle, Kelowna, M.O., 10 years of service.

roving reporter



The most improved speakers in a recent management training course receive gavels from Gladys Lamont, Interior Design, centre. Mrs. Lamont, a member of the Toastmistress Club, presents the coveted awards to Gay Pawson, Merchandise Control, and Fred Nock, Catalogue Merchandising.



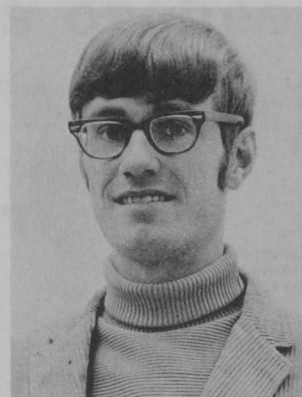
Television set winners in our area's In-Store Solicitation Contest are Joanne Johnson, second left, and Madge Broty. Flanking the two winners are Bill McFetridge, Accounts Promotion Manager, left, and R. W. Peck, Winnipeg General Manager.



Mr. and Mrs. T. E. Risbey recently celebrated their 50th wedding anniversary in Winnipeg. Mr. Risbey retired from Eaton's Furniture Department in 1960, after 32 years of service. Mr. Risbey was a member of the St. Charles School Board for 16 years.



Three members of the original vanguard of 250 Eatonians who came out to open Eaton's Winnipeg Store in 1905 were special guests at a luncheon held during the Store's 64th anniversary celebrations. They are Reginald Harvey, Mrs. Martha McNeil, seated, and Mrs. Jean Drynan.



Gilles Bibeau, Winnipeg Supply, received a \$470 bursary from the University of Manitoba.



Eaton's float in the Swift Current Frontier Days Parade won second prize in the Commercial Division.



Sales Supervisor Eileen Liggett of the Brandon Store receives a \$75 gift certificate from F. D. Pilcher, Credit Supervisor, after she won an Accounts Promotion Draw.

get fit·keep fit



As a result of living in a time - saving, effort-consuming, push-button world many of us aren't physically fit. Why is it so important to keep in shape? Because in almost every walk of life the future belongs to the fit — those who are vigorous enough to shape it.

Medical authorities put it this way: "It's a tragic waste to highly educate the minds of people and neglect the physical conditioning that can help them participate in the future to the fullest of their abilities."

If you were asked to name several people whom you considered to be top-notch athletes you might include astronauts, gymnasts, weight lifters, hockey stars. They're people who have trained their whole body to perform physical tasks related to their specialty at a level of efficiency beyond that attained by the average person.

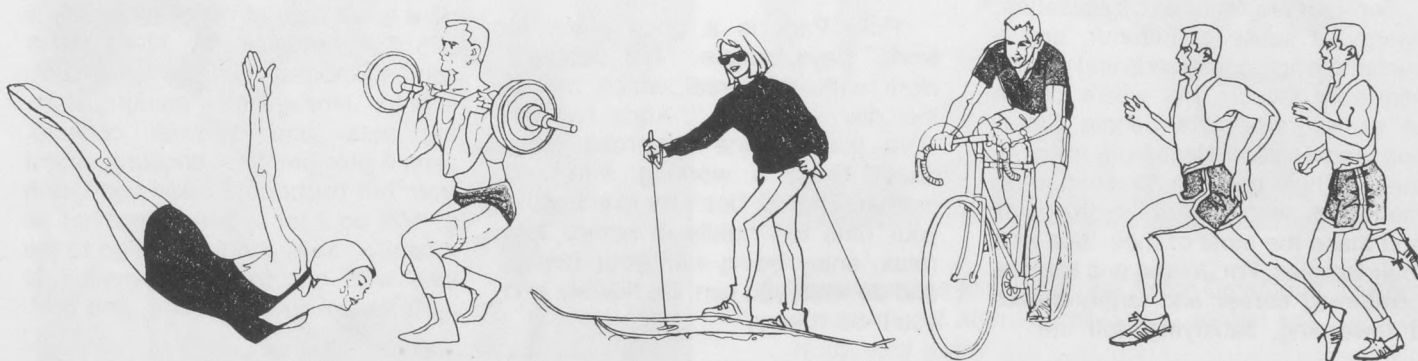
Naturally, few of us will ever reach this level of physical efficiency. The only way physical fitness can be attained by the average individual is through regular exercise and sports. However, no single sport provides a truly balanced development for all parts of the body. This can only be acquired by participation in a number of carefully selected sports. Since this is generally impossible for most people, two new booklets, issued by the Canadian Department of National Health and Welfare, suggest participation in one or two sports as often as possible, combined with

a set of daily exercises. Contacts is offering these booklets — "A Physical Fitness and Training Guide for Young Canadians" and "A Physical Fitness Guide for Men and Women" — at no cost to staff. For copies, phone or write to the Staff Relations Office, Winnipeg Downtown Store. These booklets have silhouetted pictures to make the exercises easy to follow, as well as additional tips on dieting and general health.

To help you keep in top form, the Company sponsors sporting activities including golf, curling, tennis, badminton, bowling, basketball, lawn bowling, and skiing. For further information on these activities contact the Winnipeg Staff Relations Office or the Personnel Office in your area.

An organization that'll also help sharpen up your silhouette is the YMCA which offers a wide range of sports as well as organized physical fitness classes, under the direction of trained instructors.

Keeping fit may be likened to keeping your batteries fully charged. It's a method of giving you a boost when work, study, worry or boredom drains your zest. There's an added bonus: when you're in top shape you can meet any physical emergency head on with confidence and success.

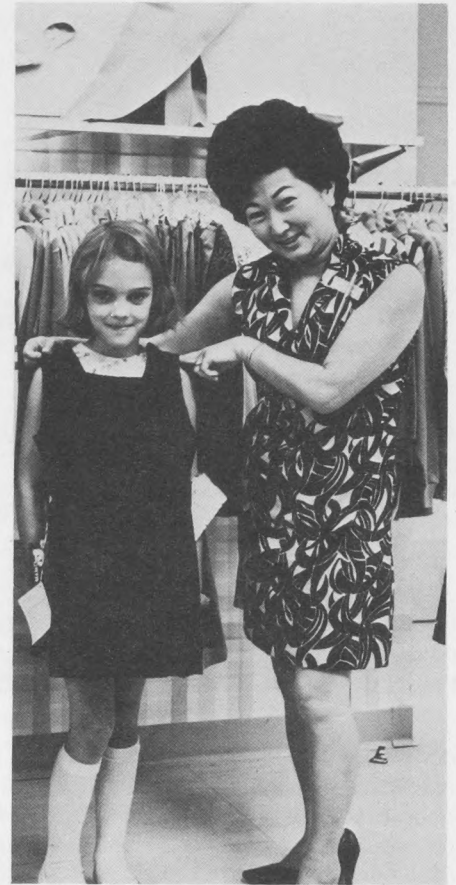




Jennie Smorang

Two Different Worlds

**Our part-time girls
... they're the
greatest**



Hanaie Nagamori

Women play vital roles in every department of Eaton's. Their contribution to the smooth functioning of our business is tremendous. A large percentage of them in our area are part-time people. They live dual roles; combining work at home and the challenge of a job at Eaton's.

Two careers requires organization, energy, a sense of humour, and a husband who understands and wholeheartedly favours his wife's desire to work. Part-timers Jennie Smorang and Hanaie Nagamori have all these. They balance dedication to their jobs with the ability to relax and make the most of their time with their families. For Jennie and Hanaie, combining career and family makes a rewarding, satisfying, full life.

Both are in the selling area. Jennie is in the Winnipeg Downtown Store's Sportswear Department on the Sec-

ond Floor and Hanaie is in the Polo Park Children's Wear Department.

Jennie says, "The nicest part about my job is meeting so many people. There's also plenty of variety in sales. But, it's people that make it most interesting."

"Polo Park is a good place to work," says Hanaie. "The people I work with are great which makes the day enjoyable." Adds Hanaie, "I've learned one important thing about being a working wife and mother. That is: Don't try to schedule your time too rigidly at home. Just relax, enjoy being with your family, and do what you can. Be flexible and you'll be happy."

Ted and Hanaie Nagamori have six children: Gerry 18, Beverley 17, Kathy 14, Holly 12, and twins Cindy

and Candice 10. The household runs smoothly. The girls help with the housework and cooking. Each member of the family has individual interests and activities. On weekends the family enjoys going on outings and camping. "We make the most of our time together," says Hanaie.

"Surprisingly enough, I find I can do a great deal at home on my days off; if I organize my time," says Jennie Smorang. Current home projects for Jennie are oil painting, making hats, and gourmet cooking. Jennie gets plenty of encouragement from her husband Ed and son Garth 9. "We do a lot of things together as a family," says Jennie. "We go to the lake with our trailer on weekends — for swimming, relaxing, and golf.

"It's fun combining work at Eaton's and all the activities at home. It adds up to a richer, fuller life."



1

1. Jennie and Garth enjoy an afternoon in the back yard



2

2. Ed admires Jennie's painting of the Rockies



3

3. Jennie takes a keen interest in gardening. Ed and Garth share her enthusiasm



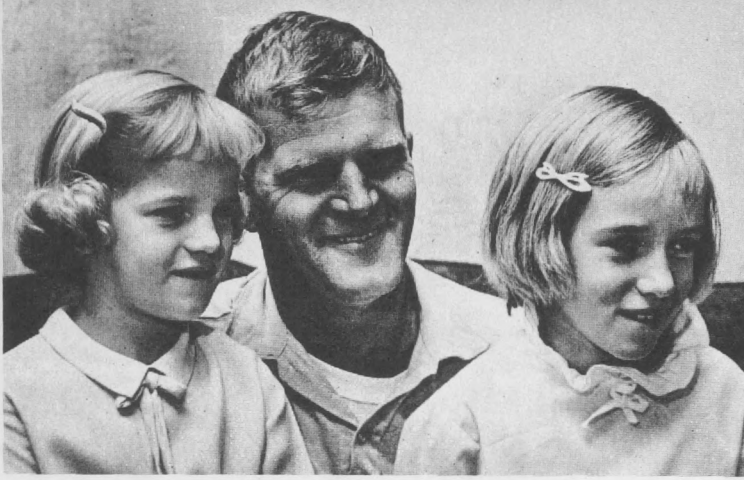
4



5

4. Hanaie pages through a new Eaton Catalogue. The new styles attract attention of Cindy, seated left, Candice, Holly, and Kathy

5. Cindy, left, Holly, and Candice look for a lead for their dog Peppi



Profit is a Personal Friend

We can relate profit to our jobs and families. Good profit for our company provides secure, steady jobs. Our families know that the next pay envelope is sure to come. Profit permits adoption of new tools, new methods that make jobs more interesting, more challenging.

Our shopping facilities and working conditions are excellent when profit is good. Conversely, without profit new buildings are not built, old buildings are not renovated, working conditions become less attractive.

For each of us profit means good wages. A prosperous business can pay well. Good wages permit buying what our families need and want.

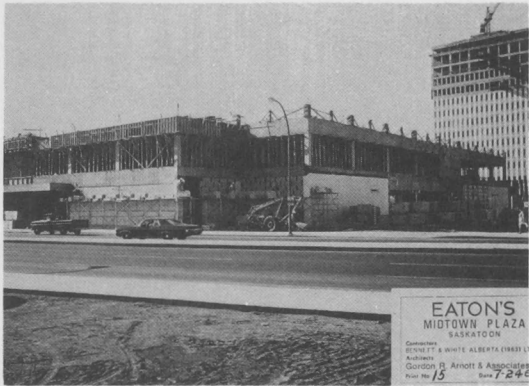


Through us profit means improved services to our customers: a result from improvements which can be planned only if profit is good. We must serve well to prosper: we must prosper well to serve.

We can think of profit in terms of the equipment we use. We can do our job better, more efficiently with

modern tools. It takes a lot of money to buy counters, computers, conveyors — and this money comes directly from profit.

For Eatonians profit also comes in the form of purchasing power — our ability to buy the best and latest merchandise to fulfill the needs of our customers. New

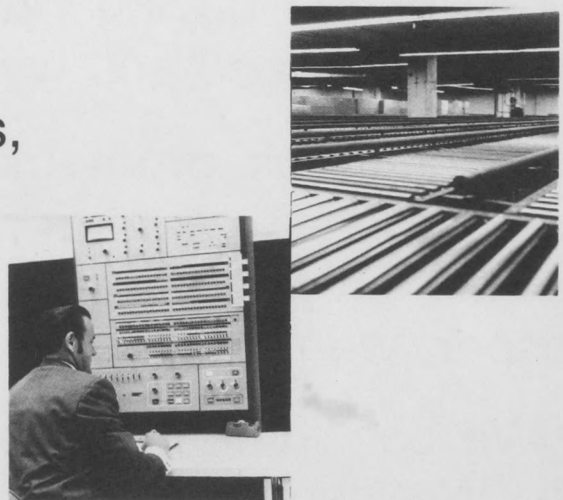


merchandise and profits go hand in hand; without the one the other suffers. A profitable company can develop new services and ways of serving its customers better.

Profits mean money for expansion and more jobs. Money from profit helps Eatons to expand its role in community affairs — increase its contributions to the United Way.

Profit happens because Eaton's is able to attract the best people — who give their best to the company. It happens because these people create the kind of service that keeps customers coming back for more. But only people can put this money to work — selling the merchandise, supplying the services, operating the equipment, making the decisions that keep the company moving.

Profit is people — turning
in a top-notch performance.



A whole new experience awaits the canoe camper out where the road ends and the waterways begin in the vast hinterland of Ontario and Manitoba.

Exploring this exhilarating canoe country are a group of young adults belonging to YMCA's Voyageur Program. One of the program's founders is Dave McKenzie, Winnipeg Catalogue Personnel Manager.

In 1963, Mr. McKenzie helped organize canoe trips for boys, 14 to 16 years of age, at the Y's Camp Stephens on the Lake of the Woods. This venture, known as the Voyageur Program, started with forays of a few hundred miles. This year, the boys travelled well over 1,000 miles on a trip extending from Lake Nipigon in North-West Ontario to the Y's Lake of the Woods camp. They travelled on chains of lakes and rivers linked by portage that followed trails first used by the Indians and later by the explorers.

"The program gives young people a chance to see and enjoy some of the most exciting and rugged terrain in Canada," said Mr. McKenzie, who helped organize this year's trip.

Canoe camping throws the boys on their own resources. "There're no groceries here to replenish supplies so the boys have to carry their own provisions," he said. On long trips they rely on special supply depots along a predetermined route.

As part of their training the young voyageurs learn to handle the hazards of the environment. They learn to swim, navigate, and handle a canoe in rapids. "These trips help mold a boy's character," said Dave McKenzie. "They put to the test a person's leadership ability, stamina, initiative, and in some cases his raw courage."

Eatonians Make Good Neighbours

DAVE McKENZIE



Dave McKenzie welcomes head tripper Jim King back from adventurous 1,000-mile canoe trip

Return Postage
Guaranteed to Eaton's,
Winnipeg, Canada.

